

[REDACTED]

From: John [REDACTED]
Sent: Saturday, 11 July 2026 1:00 PM
To: FAD
Subject: objection to proposed name
Attachments: JH OBJECTION TO PROPOSED NAME CHANGE.pdf

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Attached please find an objection to a proposed name.

Kind regards,

John [REDACTED]

MEMBER OBJECTION TO PROPOSED “REFORM AUSTRALIA” NAME CHANGE BY THE AUSTRALIAN FEDERATION PARTY

To:

Funding and Disclosure
Australian Electoral Commission
fad@aec.gov.au

Objector:

John [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Phone: [REDACTED]

Date: 8th July 2026

1. Objection

I object to the Australian Federation Party's application to change its registered party name to **Reform Australia**.

I make this objection under Part XI of the **Commonwealth Electoral Act 1918 (Cth)**, including s 129, as applied to a name-change application by s 134.

My objection is that the proposed name **Reform Australia** is likely to be confused with, or mistaken for, the existing Victorian registered party name **End Mass Immigration – Reform AU**, and with the **Reform AU / REFORM AU** political identity connected with that party and with the pending federal registration application for **REFORM AU**.

I respectfully ask the AEC to refuse the Australian Federation Party's proposed name change.

2. My connection with Reform AU

I [REDACTED] **End Mass Immigration – Reform AU**, which is a political party registered in Victoria.

I [REDACTED] **REFORM AU**, the political organisation named in the pending federal registration application presently before the AEC.

I make this objection [REDACTED] concerned that the Australian Federation Party's proposed new name will cause confusion among voters, members, supporters, volunteers, donors and the public.

This objection is not made to prevent the Australian Federation Party from remaining registered or participating in elections. My objection is only to its proposed use of the name **Reform Australia**.

3. Existing Victorian party name

The Victorian registered party name is **End Mass Immigration – Reform AU**.

That name contains the words **Reform AU** as a clear and important part of the party's registered electoral identity.

I understand that **End Mass Immigration – Reform AU** was formerly known as **Companions and Pets Party**, and that the Victorian Electoral Commission approved the change of name and logo to **End Mass Immigration – Reform AU**.

I also understand that the party stood a candidate under its current registered name in the **2026 Nepean District by-election** for the Parliament of Victoria.

That means the party is not merely using **Reform AU** as an informal slogan or future idea. It is part of an existing registered party name which has already been used in an actual Victorian parliamentary election.

4. Recognised political party

I understand that, under s 129(2)(c) of the Commonwealth Electoral Act 1918, a recognised political party can include a party that is registered or recognised under State or Territory electoral law and has endorsed a candidate, under its current name, in an election for the Parliament of that State or Territory in the previous five years.

On that basis, I submit that **End Mass Immigration – Reform AU** should be treated as a recognised political party because:

1. it is registered in Victoria;
 2. its current registered name is **End Mass Immigration – Reform AU**;
 3. it endorsed a candidate under that name in the 2026 Nepean District by-election; and
 4. that by-election was an election for the Parliament of Victoria within the previous five years.
-

5. Why the proposed name is confusing

The proposed name **Reform Australia** is too close to **Reform AU**.

In ordinary use, **AU** is commonly understood as referring to **Australia** or **Australian**. A person seeing **Reform AU** and **Reform Australia** is therefore likely to think one is simply the shortened form and the other is the expanded form.

The risk of confusion is not technical or remote. It is practical and obvious.

The names share the same key word, **Reform**, and both use a national Australian identifier. **Reform Australia** therefore appears to be a natural expansion of **Reform AU**.

A voter or supporter may reasonably think that:

1. Reform Australia is the same organisation as Reform AU;
2. Reform Australia is the federal form of Reform AU;
3. Reform Australia is related to End Mass Immigration – Reform AU;
4. Reform Australia is connected with the pending federal REFORM AU application;
5. Reform Australia is a successor, branch, affiliate or rebrand of Reform AU; or
6. the Australian Federation Party has permission to use the Reform AU identity.

To the best of my knowledge, those assumptions would be wrong.

6. Reform AU is not just a minor part of the name

The words **Reform AU** are not a minor or incidental part of the Victorian party name.

They are a prominent and distinctive part of the registered name **End Mass Immigration – Reform AU**. In ordinary political discussion, **Reform AU** is the part most likely to be used as shorthand, especially in online searches, social media, membership discussions, campaign references and federal political discussion.

That is why the proposed name **Reform Australia** is particularly problematic. It is likely to be understood as an expanded or national version of the same **Reform AU** identity.

7. Logo and visual confusion

I also understand that the Victorian registered party identity includes a **REFORM** logo appearing within the outline or map of Australia.

That reinforces the confusion problem.

The name **Reform Australia** does not only resemble the words **Reform AU**. It also closely matches the idea conveyed by the logo: **REFORM** presented in direct association with Australia.

I am not making this as a separate logo objection. I raise it because it supports the practical concern that the Australian Federation Party's proposed name would cause people to associate it with the existing **Reform AU / REFORM** identity.

8. Pending federal REFORM AU application

I understand that a federal application for registration of **REFORM AU** has been submitted to the AEC and is still under consideration.

I do not suggest that **REFORM AU** is already federally registered. I also do not ask the AEC to treat the pending application as if it has already been approved.

However, the pending federal application is relevant because it shows that **REFORM AU** is a real and current federal party name before the AEC.

If the Australian Federation Party is allowed to become **Reform Australia** while **REFORM AU** is under consideration, there is a serious risk that members, supporters and voters will think the two are connected.

9. No relationship with Australian Federation Party

To the best of my knowledge, the Australian Federation Party is not related to:

1. End Mass Immigration – Reform AU;
2. Christian Alliance Party – Reform AU;
3. Reform AU;
4. REFORM AU;
5. Companions and Pets Party; or
6. Companions and Pets Party Limited.

To the best of my knowledge, the Australian Federation Party is not a branch, affiliate, successor, federal vehicle, campaign vehicle or authorised representative of any of those parties or names.

I have not authorised or supported the Australian Federation Party using the name **Reform Australia**, and I understand that no consent or authorisation has been given by the relevant party officers.

10. Practical effect on voters and members

Party names matter because they appear in election-related settings and are used by voters to identify who they are voting for or supporting.

If **Reform Australia** is approved, confusion may arise in:

1. ballot-paper identification;
2. party registration notices;
3. candidate information;
4. how-to-vote material;
5. social media;
6. media reports;
7. online searches;

8. member communications;
9. volunteer recruitment;
10. donor communications; and
11. public discussion.

Voters and supporters should not have to investigate State and federal party registers, constitutions, pending applications or party histories to work out whether **Reform AU** and **Reform Australia** are the same organisation.

The Register should help avoid that confusion, not create it.

11. Section 134 compliance

I also request that the AEC verify that the Australian Federation Party's application complies with **s 134** of the Commonwealth Electoral Act 1918.

In particular, I request that the AEC verify that the application was validly made by the required applicants, properly signed, accompanied by the required fee, and otherwise made in accordance with the Act.

If the application is not in accordance with **s 134**, it should not be approved.

Even if it is procedurally compliant, I submit that it should still be refused under **s 129** because the proposed name **Reform Australia** is likely to be confused with **End Mass Immigration – Reform AU** and the **Reform AU / REFORM AU** identity.

12. Requested outcome

I respectfully request that the AEC:

1. refuse the Australian Federation Party's application to change its registered name to **Reform Australia**;
 2. find that the proposed name is prohibited by s 129(1)(d) because it is likely to be confused with or mistaken for **End Mass Immigration – Reform AU**, particularly the **Reform AU** component of that recognised political party name;
 3. take into account the pending federal **REFORM AU** application as supporting context;
 4. take into account that the Australian Federation Party is unrelated to End Mass Immigration – Reform AU and REFORM AU;
 5. take into account that no consent or authorisation has been given; and
 6. provide written reasons if this objection is rejected.
-

13. Conclusion

The name **Reform Australia** is not sufficiently different from **Reform AU**.

In ordinary use, many people would understand **Reform Australia** as the expanded form, federal form, national form or related form of **Reform AU**.

That would create confusion because the Australian Federation Party is not related to End Mass Immigration – Reform AU or REFORM AU, and no consent has been given.

For those reasons, I respectfully submit that the AEC should refuse the Australian Federation Party's proposed name change under **s 129**, as applied by **s 134** of the Commonwealth Electoral Act 1918.

Signed:

John [REDACTED]

[REDACTED]

Date: 8th July 2026

MEMBER OBJECTION TO PROPOSED “REFORM AUSTRALIA” NAME CHANGE BY THE AUSTRALIAN FEDERATION PARTY

To:

Funding and Disclosure
Australian Electoral Commission
fad@aec.gov.au

Objector:

John [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Date: 8th July 2026

1. Objection

I object to the Australian Federation Party's application to change its registered party name to **Reform Australia**.

I make this objection under Part XI of the **Commonwealth Electoral Act 1918 (Cth)**, including s 129, as applied to a name-change application by s 134.

My objection is that the proposed name **Reform Australia** is likely to be confused with, or mistaken for, the existing Victorian registered party name **End Mass Immigration – Reform AU**, and with the **Reform AU / REFORM AU** political identity connected with that party and with the pending federal registration application for **REFORM AU**.

I respectfully ask the AEC to refuse the Australian Federation Party's proposed name change.

2. My connection with Reform AU

I [REDACTED] **End Mass Immigration – Reform AU**, which is a political party registered in Victoria.

I [REDACTED] **REFORM AU**, the political organisation named in the pending federal registration application presently before the AEC.

I make this objection [REDACTED] concerned that the Australian Federation Party's proposed new name will cause confusion among voters, members, supporters, volunteers, donors and the public.

This objection is not made to prevent the Australian Federation Party from remaining registered or participating in elections. My objection is only to its proposed use of the name **Reform Australia**.

3. Existing Victorian party name

The Victorian registered party name is **End Mass Immigration – Reform AU**.

That name contains the words **Reform AU** as a clear and important part of the party's registered electoral identity.

I understand that **End Mass Immigration – Reform AU** was formerly known as **Companions and Pets Party**, and that the Victorian Electoral Commission approved the change of name and logo to **End Mass Immigration – Reform AU**.

I also understand that the party stood a candidate under its current registered name in the **2026 Nepean District by-election** for the Parliament of Victoria.

That means the party is not merely using **Reform AU** as an informal slogan or future idea. It is part of an existing registered party name which has already been used in an actual Victorian parliamentary election.

4. Recognised political party

I understand that, under s 129(2)(c) of the Commonwealth Electoral Act 1918, a recognised political party can include a party that is registered or recognised under State or Territory electoral law and has endorsed a candidate, under its current name, in an election for the Parliament of that State or Territory in the previous five years.

On that basis, I submit that **End Mass Immigration – Reform AU** should be treated as a recognised political party because:

1. it is registered in Victoria;
 2. its current registered name is **End Mass Immigration – Reform AU**;
 3. it endorsed a candidate under that name in the 2026 Nepean District by-election;
and
 4. that by-election was an election for the Parliament of Victoria within the previous five years.
-

5. Why the proposed name is confusing

The proposed name **Reform Australia** is too close to **Reform AU**.

In ordinary use, **AU** is commonly understood as referring to **Australia** or **Australian**. A person seeing **Reform AU** and **Reform Australia** is therefore likely to think one is simply the shortened form and the other is the expanded form.

The risk of confusion is not technical or remote. It is practical and obvious.

The names share the same key word, **Reform**, and both use a national Australian identifier. **Reform Australia** therefore appears to be a natural expansion of **Reform AU**.

A voter or supporter may reasonably think that:

1. Reform Australia is the same organisation as Reform AU;
2. Reform Australia is the federal form of Reform AU;
3. Reform Australia is related to End Mass Immigration – Reform AU;
4. Reform Australia is connected with the pending federal REFORM AU application;
5. Reform Australia is a successor, branch, affiliate or rebrand of Reform AU; or
6. the Australian Federation Party has permission to use the Reform AU identity.

To the best of my knowledge, those assumptions would be wrong.

6. Reform AU is not just a minor part of the name

The words **Reform AU** are not a minor or incidental part of the Victorian party name.

They are a prominent and distinctive part of the registered name **End Mass Immigration – Reform AU**. In ordinary political discussion, **Reform AU** is the part most likely to be used as shorthand, especially in online searches, social media, membership discussions, campaign references and federal political discussion.

That is why the proposed name **Reform Australia** is particularly problematic. It is likely to be understood as an expanded or national version of the same **Reform AU** identity.

7. Logo and visual confusion

I also understand that the Victorian registered party identity includes a **REFORM** logo appearing within the outline or map of Australia.

That reinforces the confusion problem.

The name **Reform Australia** does not only resemble the words **Reform AU**. It also closely matches the idea conveyed by the logo: **REFORM** presented in direct association with Australia.

I am not making this as a separate logo objection. I raise it because it supports the practical concern that the Australian Federation Party's proposed name would cause people to associate it with the existing **Reform AU / REFORM** identity.

8. Pending federal REFORM AU application

I understand that a federal application for registration of **REFORM AU** has been submitted to the AEC and is still under consideration.

I do not suggest that **REFORM AU** is already federally registered. I also do not ask the AEC to treat the pending application as if it has already been approved.

However, the pending federal application is relevant because it shows that **REFORM AU** is a real and current federal party name before the AEC.

If the Australian Federation Party is allowed to become **Reform Australia** while **REFORM AU** is under consideration, there is a serious risk that members, supporters and voters will think the two are connected.

9. No relationship with Australian Federation Party

To the best of my knowledge, the Australian Federation Party is not related to:

1. End Mass Immigration – Reform AU;
2. Christian Alliance Party – Reform AU;
3. Reform AU;
4. REFORM AU;
5. Companions and Pets Party; or
6. Companions and Pets Party Limited.

To the best of my knowledge, the Australian Federation Party is not a branch, affiliate, successor, federal vehicle, campaign vehicle or authorised representative of any of those parties or names.

I have not authorised or supported the Australian Federation Party using the name **Reform Australia**, and I understand that no consent or authorisation has been given by the relevant party officers.

10. Practical effect on voters and members

Party names matter because they appear in election-related settings and are used by voters to identify who they are voting for or supporting.

If **Reform Australia** is approved, confusion may arise in:

1. ballot-paper identification;
2. party registration notices;
3. candidate information;
4. how-to-vote material;
5. social media;
6. media reports;
7. online searches;

8. member communications;
9. volunteer recruitment;
10. donor communications; and
11. public discussion.

Voters and supporters should not have to investigate State and federal party registers, constitutions, pending applications or party histories to work out whether **Reform AU** and **Reform Australia** are the same organisation.

The Register should help avoid that confusion, not create it.

11. Section 134 compliance

I also request that the AEC verify that the Australian Federation Party's application complies with **s 134** of the Commonwealth Electoral Act 1918.

In particular, I request that the AEC verify that the application was validly made by the required applicants, properly signed, accompanied by the required fee, and otherwise made in accordance with the Act.

If the application is not in accordance with **s 134**, it should not be approved.

Even if it is procedurally compliant, I submit that it should still be refused under **s 129** because the proposed name **Reform Australia** is likely to be confused with **End Mass Immigration – Reform AU** and the **Reform AU / REFORM AU** identity.

12. Requested outcome

I respectfully request that the AEC:

1. refuse the Australian Federation Party's application to change its registered name to **Reform Australia**;
 2. find that the proposed name is prohibited by s 129(1)(d) because it is likely to be confused with or mistaken for **End Mass Immigration – Reform AU**, particularly the **Reform AU** component of that recognised political party name;
 3. take into account the pending federal **REFORM AU** application as supporting context;
 4. take into account that the Australian Federation Party is unrelated to End Mass Immigration – Reform AU and REFORM AU;
 5. take into account that no consent or authorisation has been given; and
 6. provide written reasons if this objection is rejected.
-

13. Conclusion

The name **Reform Australia** is not sufficiently different from **Reform AU**.

In ordinary use, many people would understand **Reform Australia** as the expanded form, federal form, national form or related form of **Reform AU**.

That would create confusion because the Australian Federation Party is not related to End Mass Immigration – Reform AU or REFORM AU, and no consent has been given.

For those reasons, I respectfully submit that the AEC should refuse the Australian Federation Party's proposed name change under **s 129**, as applied by **s 134** of the Commonwealth Electoral Act 1918.

Signed:

John [REDACTED]

[REDACTED]

Date: 8th July 2026

13. Conclusion

The name **Reform Australia** is not sufficiently different from **Reform AU**.

In ordinary use, many people would understand **Reform Australia** as the expanded form, federal form, national form or related form of **Reform AU**.

That would create confusion because the Australian Federation Party is not related to End Mass Immigration – Reform AU or REFORM AU, and no consent has been given.

For those reasons, I respectfully submit that the AEC should refuse the Australian Federation Party's proposed name change under s 129, as applied by s 134 of the Commonwealth Electoral Act 1918.

Signed:

[Redacted Signature]

John [Redacted Name]

[Redacted Address]

Date: 8th July 2026